



# Social Inclusion Resources

DI's Social Inclusion Resources are designed to equip and empower all industry professionals seeking to advance their inclusive practices internally, among stakeholders, and when engaging with communities.

We'd love to hear from you!

[inclusion@destinationsinternational.org](mailto:inclusion@destinationsinternational.org)

# Foundational Resources

What	How
<b><u>Social Inclusion Framework</u></b> <i>All Employees</i>	Identify priorities and barriers existing in your community. Engage residents in conversation to design tourism products where all feel welcome.
<b><u>Social Inclusion Definition</u></b> <i>All Employees</i>	Consider your organization's definition of inclusion. Incorporate DI's definition expand your own.
<b><u>Inclusive Leadership Pledge</u></b> <i>All Employees</i>	Demonstrate your commitment to social inclusion by engaging in DI's inclusive leadership pledge.
<b><u>Social Impact Assessment Tool</u></b> <i>C-Suite, Inclusion owner, HR</i>	Measure inclusion in your organization and identify actions to drive impact and accountability.

# Research-Based Resources

What	How
<b><u>Social Inclusion Studies</u></b> <i>All Employees</i>	Understand the barriers and opportunities inclusion within destination organizations and industry organizations. Insights from these studies are collected directly from employees.
<b><u>Global Accessibility Report</u></b> <i>C-Suite, Inclusion owner, Marketing, Community engagement</i>	Understand the current state and prioritization of accessibility strategies and initiatives globally.
<b>Social Impact Assessment Insights</b> <i>Scheduled for Release – Q4 2024</i> <i>C-Suite, Inclusion owner, Marketing, Community engagement</i>	Use these research briefs to shape your understanding of inclusion across destinations and by key segments.

# Messaging Resources

What	How
<b><u>Social Inclusion Lexicons</u></b> <i>Leadership, Inclusion Owner, Government relations and Advocacy, Community engagement, Marketing</i>	Identify effective language when positioning inclusive initiatives with public and elected officials. Updated annually, 2024 lexicons are available for United States, Canada, and Canada (French).
<b><u>Social Inclusion Videos</u></b> <i>All Employees</i>	Watch and share DI's Social Inclusion videos to create alignment with your peers and stakeholders.

# Implementation Resources

What	How
<b><u>Accessibility Playbook</u></b> <i>C-Suite, Inclusion owner, Marketing, Visitor Services</i>	Get started on your accessibility journey with this six-part playbook featuring insights, best practices, and resources.
<b>Allyship Success Stories</b> <i>Scheduled for Release – Q4 2024</i> <i>C-Suite, Inclusion owner, Marketing</i>	Learn how destination peers have championed inclusion and put DI's Social Inclusion Framework into practice. Reflect on your own inclusion success story.
<b>Implementation Playbook</b> <i>Scheduled for Release – Q4 2024</i> <i>All Employees</i>	Take the next steps and leverage actionable frameworks to advance inclusion in your organization.
<b><u>Tampa Case Study and Toolkit</u></b> <i>C-Suite, Inclusion owner, Marketing, Sales, Services, Events, Community engagement</i>	Apply this community-centered approach to create impact through event planning and execution.
<b>Tourism for All</b> <i>Scheduled for Release – Q2 2025</i> <i>Inclusion owner, Community engagement</i>	Create alignment for inclusion by engaging community members and tourism businesses in this extended course.

# Services-Based Resources

What	How
<b><u>Organizational Assessment</u></b> <i>C-Suite, All Employees</i>	Partner with DI to plan for future growth. DI will assess your organizational practices and deliver an integrated, three-year inclusion roadmap.
<b><u>Workshops and Trainings</u></b> <i>C-Suite, All Employees</i>	Partner with DI to improve inclusive culture, engagement, and accountability in your organization. DI will facilitate custom sessions to elevate your teams or board.
<b><u>Facilitated Dialogues</u></b> <i>C-Suite, Inclusion owner, Advocacy, Community engagement</i>	Partner with DI to optimize your inclusive community engagement. DI will facilitate sessions involving destination, community members, and industry stakeholders to create alignment.

# Professional Development Resources

What	How
<b><u>Fundamental Principles of Inclusion Certification</u></b> <i>All employees</i>	Gain applied knowledge and create spaces to welcome people from all backgrounds, perspectives, and abilities.
<b><u>Social Inclusion Summit</u></b> <i>All employees</i>	Elevate your inclusion practices by attending this two-day annual event.
<b><u>Mentorship</u></b> <i>All employees</i>	Become a mentor or mentee and invest in your professional growth.

# Future of Inclusion Resources

What	How
<a href="#"><u>DI's Social Inclusion Roadmap</u></a> <i>All employees</i>	Understand how through Social Inclusion, DI empowers destination organizations by creating places that authentically champion welcoming and belonging.
<b>Workforce Diversification Brief</b> <i>All employees – Nov 2024</i> <i>C-Suite</i>	Reflect on DI's vision for a much-needed diverse workforce and let us know how you'd like to get involved.
<a href="#"><u>DI Foundation HBCU Scholarship Program</u></a> <i>All employees</i>	Create opportunity future industry leaders by pledging to the DI Foundation HBCU Scholarship program.